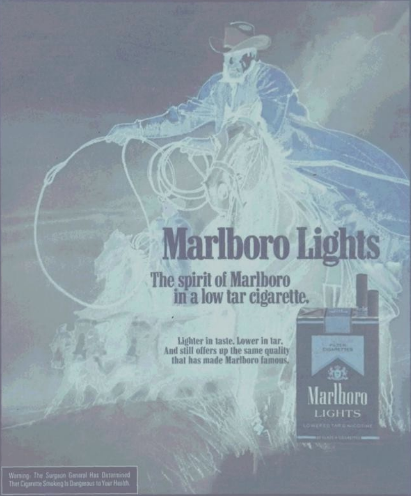
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. [illegible] — Slicker — BP — Reg. 22318 — Page — 4 C — 9⅝ x 12 in — Rolling Stone, 1975 (A)
Printed in U.S.A.



Marlboro Lights

The spirit of Marlboro
in a low tar cigarette.

Lighter in taste. Lower in tar.
And still offers up the same quality
that has made Marlboro famous.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

13 mg."tar," 0.8 mg. nicotine av. per cigarette, FTC Report Nov.'75

Source: https://www.industrydocuments.ucsf.edu/docs/gkxn0003